

## ABSTRACT

A method of delivering a brochure, including: formatting information of the brochure in a computer system; the information including at least one user interactive  
5 element which enables a user to indicate a request for further information relating to contents of a brochure by interacting with the element using a sensing device which is adapted to transmit data indicating the request to the computer system; and printing the information at a printer networked with the computer system so as to produce the brochure.